

ANNUAL REPORT

nest

2022 - 23

ABOUT NEST

WHAT IS NEST?

Nest is the **Incubator** and **Innovation Hub** of Sri Guru Gobind Singh College of Commerce (SGGSCC), established on **September 1, 2022**. Comprising a tribe of 30 passionate students, NEST is focused on enabling and making a difference by bringing to life the best startups from SGGSCC. Hence, working day in & out to **Nurture & Empower the Startups of SGGSCC Together**.

AIM & VISION

Nest believes that students working on entrepreneurial ideas can be empowered if they are provided with the right **Framework, Team & Guidance**. The following three principles are the holy grail or foundations of the working and operations of our organization:

- **Framework:** Mental Models and Techniques that are structured, simple, and ultimately guide students to work on their ideas more efficiently.
- **Team:** A right team is an essential component for the success of any business venture. Therefore, Nest helps students to connect and find the right co-founders for themselves. Moreover, the Nest team provides expertise in certain operational steps as well.
- **Guidance:** Nest through its connections with Industry Professionals, Seasoned Founders, and Investors provides student founders with strategic advice, essential for building and scaling the right way.

WHY BUILD WITH NEST?

A community to learn, interact and grow with the relevant set of folks.

- A community of fellow student founders & aspiring founders to interact and engage on different topics.
- A team to introduce you to the right content (blogs, podcasts, events)
- Brainstorming sessions every week.

✂Tools to create your first Minimum Viable Product (MVP)

- A team to help you visualize your idea (digital, physical)
- A team to introduce you to the set of business tools (software and websites) to quickly plan & launch your MVP.

Nest helps you out with the following;

Provides you with the right structure to Validate your Idea.

- A full-blown playbook on How to Validate your Idea.
- A team to guide you along.

Opportunity to Pitch the Idea in front of Mentors and Industry experts.

STRUCTURE BREAKDOWN - N.E.S.T

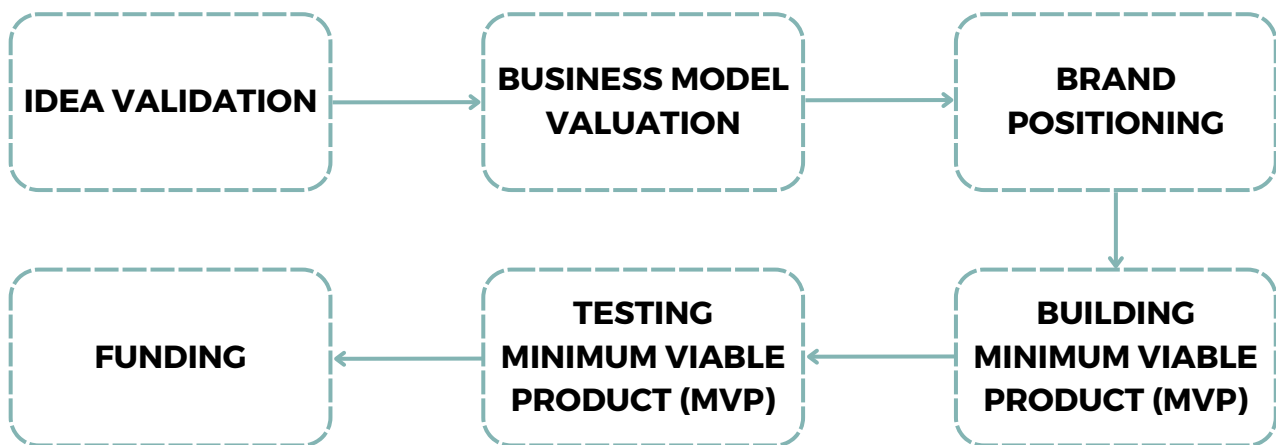
Nest understands that starting up in college is **not easy**. There might be doubts, fears, obligations, or peer pressure that might be pulling you away from taking that first step.

Keeping this in mind, the N.E.S.T team has designed a flow that will enable one to work on their passion projects in a **structured** way.

The process starts with deep diving into the **problem** one is solving, identifying **Core Users**, and researching **Industry** and **Competition** to ultimately enable one to make their **first MVP**.

Once there is Proof Of Work, this opens grounds to endless **possibilities**.

VALUECHAIN



OVERVIEW: SGGSCC ENTREPRENEURSHIP ENVIRONMENT BY NEST

As Nest began its operations - A lot of students were intrigued by the concept and were curious. Most of this interest was shown by students that already had a prior interest in entrepreneurship. Through observation, feedbacks - we came to understand that the majority of SGGSCC students can be categorized into

Small Business Owners-

Students running a side hustle from their home with the sole motive of earning a little extra money with no heed to economic moats and planning.

For example- Home Bakers, Gifting (Customised, Jewellery), and Shoe Reselling.

Recognized Startup-

A handful of students have a registered startup with the intent of making it big one day.

For eg- Doctor's Plaza is an Omnichannel Medical Consultation platform run by a pen-ultimate Economics Hons student

Enthusiastic
Students who just wish to learn more about startups and improve their business acumen.

With the intent to cater to these three users in mind & the wholesome aim to motivate more students to start something of their own - the Nest Team began different initiatives.

THE TEAM BEHIND NEST

PATRON, PRINCIPAL

DR. JATINDER BIR SINGH

TEACHER IN CHARGE

PROF. REKHA SHARMA

CO-FOUNDERS

ISHAAN KAINTURIA

RIYA BANSAL

AASIS KATYAL

TASNEEM KAUR

FOUNDING TEAM

ISHAAN JAIN

TARIKDEEP KAUR

AANCHAL JAIN

HARNOOR KAUR

MANMEET KAUR

NAVNEET KAUR

VRIDHI JAIN

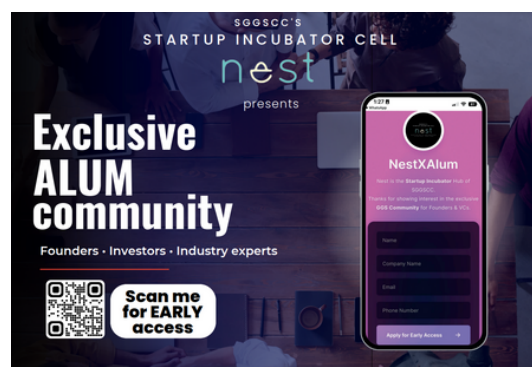
INITIATIVES

COMMUNITY

Why Community? Simple, to bring together everyone that shares the same interests & passion so that they can collaborate & grow together. To make this happen, Nest Team is building a Community comprising SGGSC Alums that are seasoned founders & investors. NEST wants to strengthen this entrepreneur alum network for;

- Feedback & Guidance that budding student founders can leverage.
- Motivate other students & nudge them to explore.

Examples: BITS Pilani & IIT Delhi are prime Universities that have super strong Alum Founders Communities.



Help NEST in building more founders from GGS | Contact: Ishaan Kaintura: 9311071245

Early Access forms for Alum Founders

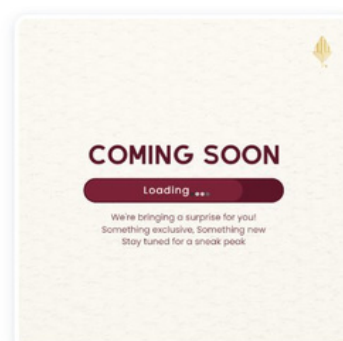
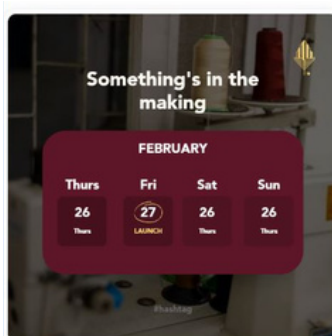
LAUNCHPAD

This initiative of NEST involves working with pre-seed & seed stage startups to solve their Research, Design & Content needs. This collaboration is done by the complete Nest team. This is important as it's crucial for Nest team members to work with professionals, sharpen their skills & in turn help GGS founders in a much more professional manner.

GREEN HERMITAGE

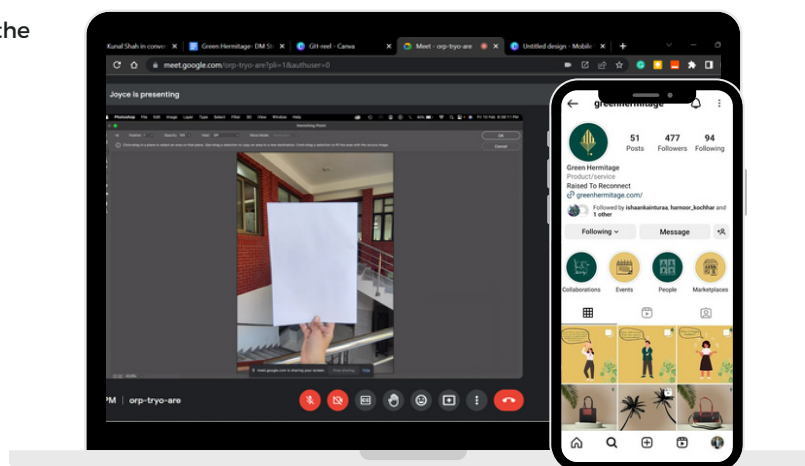


Green Hermitage is the first startup to work with Nest. Green Hermitage is a sustainable brand that brings plant-based products for the conscious consumer. Having formed in the backdrop of Covid-19, the startup is managed by a team of 2 co-founders and a designer who are all overburdened with a ton of work with little to no Standardisation. Nest over a period of two months worked closely with the founding team to create standard operating procedures, increase efficiency and boost the revenue-generative capabilities of the organization.



The following vertices were covered by us for the client-

- 1.Preparation of a standardized **Content Calendar**
- 2.Prepare a structured plan to **venture out** into Corporate gifting
- 3.In-depth **analysis** of Green Hermitage's Social Media presence and optimization
- 4.**Topical marketing** on account of Republic Day, Valentine's Day, and many more
- 5.Creation of a **branding kit** and color palette
- 6.Online coverage of **live events** in Mumbai, Hyderabad, and Delhi
- 7.Assist in the launch of a new product line through **photoshoots** and designing **creatives**
- 8.Preparation of a **database** of prospective Influencers to approach for collaboration and marketing
- 9.Assist in the **sale of products** among the Delhi University circuit



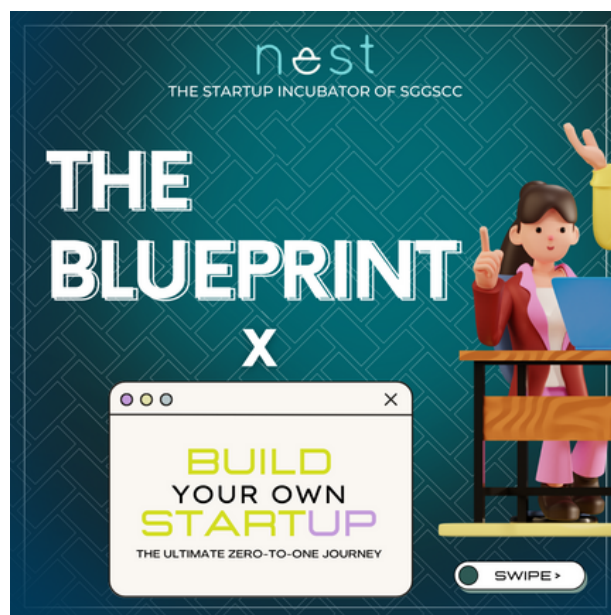
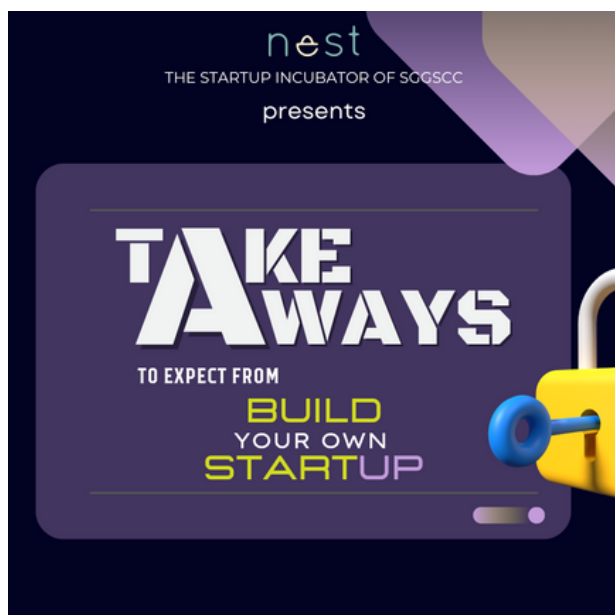
LEARNING PROGRAM - BYOS

NEST - The Startup Incubator of SGGSCC will organize a 4-week program, BYOS: Build Your Own Startup i.e a Cohort Program, to help participants learn the nuances and fundamentals important to build one's own startup. The program is designed to provide structured learning in a collaborative environment, allowing participants to learn from each other & build strong connections.

The learning program involves a series of classes and coursework, covering fundamentals including Idea Research and Validation, Building and Planning MVP, Branding & Pitching a startup. Each & every topic will be covered by a distinguished speaker in the form of a masterclass.

The program is designed to be interactive, with lots of opportunities for participants to engage in discussions, collaborate, learn & share ideas





CREATIVES

The Creative team is responsible for anything & everything that goes on Nest Socials, Offline Events Branding, or Content. This team is the face of Nest and helps to curate, and showcase our initiatives in an attractive, aesthetic, and engaging manner. The ultimate aim of this team is to create a trust for the brand.



EVENTS

BETTER LUCK NESTIME

Nest organized an event called "Better Luck NESTIME" on 10 November at Beggars Point. The event aimed to encourage students to take risks and pursue their entrepreneurial dreams. This was a promotional event with the aim to engage & educate the freshers about Nest as a whole.

The event promised a few hours of fun-filled activities and games. Attendees can expect to enjoy exciting games that are not only entertaining but also offer a chance to win prizes. The activities are designed to challenge the participants and help them develop problem-solving skills, creativity, and teamwork abilities.





nest
THE STARTUP INCUBATOR OF SGGSCC
X
STUDENTS UNITED

**BUSINESS IS
NOT A GAMBLE,
BETTER LUCK
NESTIME!**

Join us for fun games and stand a chance to win exciting prizes!

10TH NOVEMBER, THURSDAY
BEGGAR'S POINT | 1 PM

Aasis Singh: 8586963645
Tasneem Kaur: 9311976024

PITCH THE DECK

NEST recently hosted Pitch the Deck, a pitching competition designed to bring together students with an entrepreneurial spirit and bolster their confidence. This competition provided an opportunity for students and budding entrepreneurs to showcase their ideas and gain valuable feedback. The primary goal of the competition was to assess participants' pitching skills and evaluate their understanding of the startup world. By participating in this event, participants had the chance to hone their pitching abilities and gain insight into the startup world.

SGGSCC'S
INCUBATOR CELL

nest
NURTURING & EMPOWERING
STARTUPS TOGETHER

PITCH IT TO WIN IT

PITCH THE DECK

PITCH YOUR FAVOURITE STARTUP

What's in it for you?

Win exciting cash prizes and much more!

Winners qualify directly to the final round of the NEST recruitment interview.

Get access to the NEST exclusive alum community.

FOR ANY QUERIES
CONTACT:

RIYA BANSAL +91 92050 56486
ISHAAN KAINURA +91 93110 71245

**WEDNESDAY,
NOVEMBER 16**

**STARTS AT
11 AM - 2 PM**

AMPHITHEATRE
SRI GURU GOBIND SINGH
COLLEGE OF COMMERCE



Scan to get more updates on
WhatsApp.

The competition was divided into two rounds, the Preliminary Round and the Final Round. In the Preliminary Round, participants had to pitch their ideas in a Floor Pitching format. They were given time to pitch their ideas to a panel of judges. The judges evaluated the participants' knowledge of the startup world, the story they built around their idea, and their conviction in their business. The top performers from this round advanced to the Final Round.

In the Final Round, the selected participants had to pitch their ideas in an Elevator Pitch format. They were given approximately two minutes to pitch their ideas to the panel of judges. The participants had to convince the judges that their idea was unique and had the potential to be a successful startup. The judges evaluated the participants' presentation skills, their ability to convey their idea in a short amount of time, and the viability of their business idea.



UPSKILLING SESSIONS & WORKSHOP

LINKEDIN WORKSHOP

On 3rd February 2023, NEST held a LinkedIn workshop for its first-year members to help them improve their LinkedIn profiles. The workshop was aimed at providing the students with tips and tricks to enhance their LinkedIn profiles, build their personal brand, and make their profiles more attractive to potential employers. The workshop was conducted by Ishaan Kaintura and lasted for 3 hours.

KEY TAKEAWAYS FROM THE WORKSHOP

Profile Picture and Background Image:

The workshop emphasized the importance of having a professional profile picture and a background image that represents your professional brand. The attendees were asked to get a professional passport-size photo beforehand for their LinkedIn profile.

The students were also helped in designing the background image that was a representation of their professional life.

Headline and Summary:

The workshop highlighted the importance of a headline and summary section, which are the first things that potential employers see when they view the profiles. They were also helped in writing a compelling summary, the workshop emphasized focusing on the achievements and quantifying them whenever possible, using metrics such as the revenue generated or cost savings. The skills section should be used to highlight your key skills and endorsements from colleagues.

Engaging with LinkedIn:

The workshop encouraged students to engage with LinkedIn regularly, by sharing articles related to their field, joining groups, and connecting with other professionals in their industry. By engaging with LinkedIn, students can build their personal brand, increase their visibility, and network with potential employers and colleagues.

In conclusion, the LinkedIn workshop conducted by NEST was a valuable learning experience for first-year members. The workshop provided students with practical tips and strategies to improve their LinkedIn profiles, build their personal brand, and increase their visibility on the platform. By implementing the key takeaways from the workshop, students can enhance their chances of attracting potential employers and advancing their careers in their chosen fields.

CANVA AND GRAPHICS WORKSHOP

The workshop kicked off with an introduction to graphic design and its significance in the marketing world. It highlighted how a well-crafted graphic design can create brand recognition and boost engagement.

The students were then given practical instruction on how to utilize Canva's templates, design elements, and image library. Additionally, they were taught how to export their designs in various file formats and how to optimize their designs for various social media platforms.

The workshop was interactive and engaging, with participants encouraged to ask questions and seek clarification on any doubts they had.

TIMELINE & FUTURE INITIATIVES

**Sept
2022**

Building
Structure

The major chunk of the first month was involved in building the **essential documents** for NEST, Offline **Marketing** & monitoring the interests of the students. Toward the end of the first month, the team onboarded the **first student startup** - Bliss & Smile (A one-stop shop platform for all gifting needs).

**Oct
2022**

Community,
BYOS

In the second half of the month - the team was working full fledged on every initiative - **Community (Discord Server)**, LaunchPad (Pitch Deck to Pitch External Start-ups), **Learning Program** (Mapping out a road map for 4 weeks - Topic Selection, Kind of Assignments, Learning Content)

**Nov
2022**

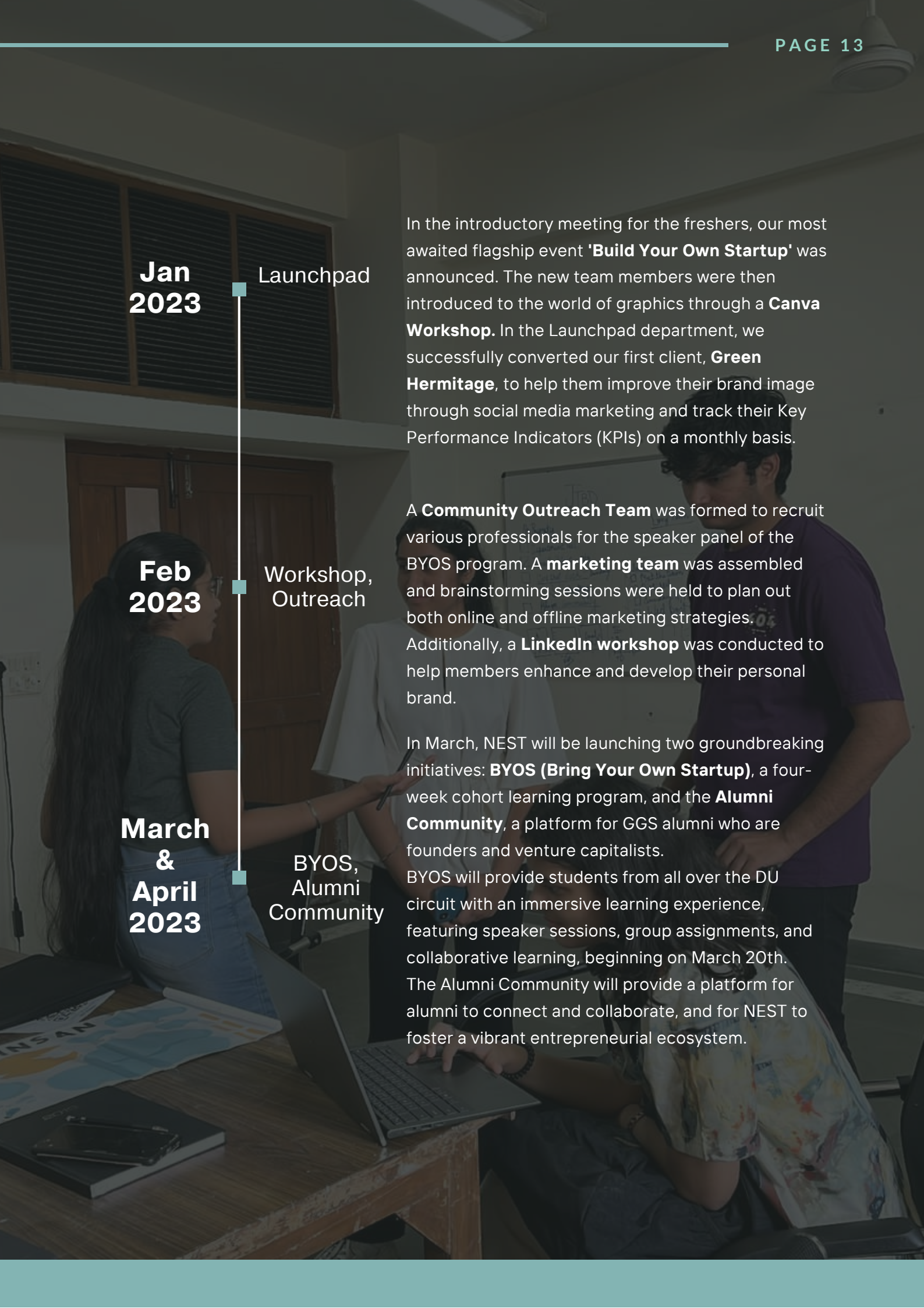
Pitch the
deck,
Marketing

The initial 10 days of this month were focused on increasing social media presence by posting regularly, making Freshers Orientation Video & organising **ice-breaker games** for freshers. This was followed by our very first event '**Pitch the Deck**'.

**Dec
2022**

Recruitment

December marked the first **recruitment drive** of the society. After the standard preliminary interview round, the applicants were given three tasks based on product, marketing and community each, of which two of them had to be submitted to qualify for the final interview.



Jan
2023

Launchpad

In the introductory meeting for the freshers, our most awaited flagship event '**Build Your Own Startup**' was announced. The new team members were then introduced to the world of graphics through a **Canva Workshop**. In the Launchpad department, we successfully converted our first client, **Green Hermitage**, to help them improve their brand image through social media marketing and track their Key Performance Indicators (KPIs) on a monthly basis.

Feb
2023

Workshop,
Outreach

A **Community Outreach Team** was formed to recruit various professionals for the speaker panel of the BYOS program. A **marketing team** was assembled and brainstorming sessions were held to plan out both online and offline marketing strategies. Additionally, a **LinkedIn workshop** was conducted to help members enhance and develop their personal brand.

March
&
April
2023

BYOS,
Alumni
Community

In March, NEST will be launching two groundbreaking initiatives: **BYOS (Bring Your Own Startup)**, a four-week cohort learning program, and the **Alumni Community**, a platform for GGS alumni who are founders and venture capitalists.

BYOS will provide students from all over the DU circuit with an immersive learning experience, featuring speaker sessions, group assignments, and collaborative learning, beginning on March 20th. The Alumni Community will provide a platform for alumni to connect and collaborate, and for NEST to foster a vibrant entrepreneurial ecosystem.